

# Improve Your Search Engine Optimisation

Google





# Welcome!

Hi, I'm Mikala; owner of Moon Digital.

Perhaps you're here because you've published your site but you can't see it in Google? Or, maybe you just want to be more visible and get more web traffic and stop relying on un-predictable ads.



Whatever your goals, we're here to help you to get more search engine presence, get your site indexed in major search engines and get to the first page of Google with your Wix or WordPress site.

SEO is significant because it makes your website more visible, and that means more (free) traffic and more opportunities to convert prospects into customers.

**Are you ready to sky rocket your small business ahead of the competition?!**



# One-Off SEO Services

## **Key terms Research - £100**

Advanced Google key terms research to generate a list of 8 - 15 suitable key terms for your business and industry for you.

## **Basic Wix SEO Setup - £25 per page**

Get found in Google with a 100% Wix SEO Wizard Score We will use your key terms to create suitable:

- H1, H2 & H3 tags
- image alt tags
- site optimised for mobile
- page meta-tags
- submit sitemap index to Google
- be registered on all major search engines

## **Google Maps Profile Set-Up - £150**

Get a branded Google (maps) business profile with your business details, address, contact details, description, branded banner image and website link.

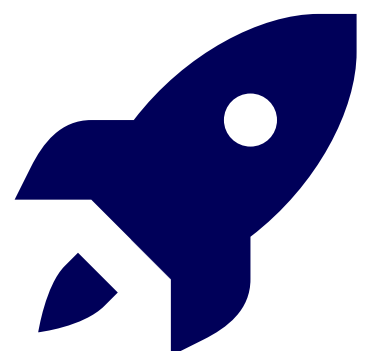


# The Monthly SEO Plan

The objective of the monthly SEO plan is to perform SEO and get as much relevant traffic to your website by targeting mutually agreed keywords. We recommend doing this for a minimum of 3 months to see results.

SEO is a set of rules for optimising your website so that it can achieve higher rankings in search engines' organic results. SEO also improves user experience and that means more traffic and more opportunities to convert users into customers.

You will receive a website analysis report at the start, as well as a list of recommended key terms to use. I will then send you a bi-weekly update report for you to track your SEO progress to see what is happening.





# The 3 phases

## TASKS FOR PHASE 1: (ON-PAGE OPTIMIASATION)

Keyword Analysis & Research: This is a very important phase of the whole process. We will send you a list of the best keywords after a deep analysis. The output of this phase will be approximately 20 keywords with their competition and search count on a monthly basis. The list will be shared with you and after 1-2 iterations, we will be able to shortlist 10 of the best keywords to move further together to optimise.

XML Sitemap: We will ensure that the XML sitemap file is optimised and includes all the web pages that we want to get indexed by the search engines.

Robots.txt: We will ensure that the Robots.txt file is optimised and properly implemented on the website.

Page Title Optimization: The SEO title tag is still one of the most important elements for on-site optimization. Hence, you should ensure that it contains the primary keyword in it and is less than 60 characters. We will edit the title tags on your website for you. (Up to 10 pages)

**Meta Description:** We will add in these to your web pages. This will help Google to identify what kind of services we are providing and for what kind of keywords they should weight us.

**Baseline Keyword Ranking:** The keywords that we will be finalising, we will check the rankings status of those keywords in Google/Yahoo and Bing for all future comparisons and send you the progress each fortnight,

**Google Webmaster Tools Setup & Verification:** We will ensure that the data is tracked perfectly in the Google webmasters tool.

**Yahoo/Bing Webmaster Tools Setup & Verification:** We will ensure that the data is tracked perfectly in the Yahoo/Bing Webmaster webmasters tools.

**Google Analytic Setup:** We will ensure that data is tracked properly in Google analytics, and will make use of the insights to improve the SEO performance of the website. This will be sent to you fortnightly.

**Google Search Indexing Request:** In this phase, we will submit the indexing request in the Google search console tool by adding and verifying the sitemap file. This will help the Google crawlers to go through all the pages of the website which are listed in the sitemap file (except the ones blocked by robots.txt).



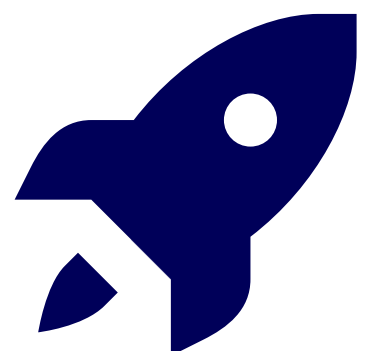
**Heading Tags Optimisation:** We will review the existing heading tags on your website and optimise them for the keywords that we will target.

**Mobile Friendliness test:** On regular intervals, we will test the website's mobile friendliness as per Google standards:

<https://www.google.com/webmasters/tools/mobile-friendly/>

**Market & Competitors Analysis:** We will review your main competitor websites and their organic search presence to find the data that we can leverage to improve the SEO for your website.

We need to optimise your website and make high-quality contextual backlinks to get top rank on Google for targeted keywords and better SERP.



# Phase 2

## TASKS FOR PHASE 2: (TECHNICAL SEO)

### Website Suggestions & Recommendations:

We will review and analyse your website to find out the aspects that we need to improve from an SEO perspective and make those changes. It will include aspects such as content, headings, speed, on-site blog recommendations, mobile friendliness etc. These are the important on-page aspects that we need to implement on the website. It will play an important role to get the optimum rankings.





# Phase 3

## **TASKS FOR PHASE 3: (OFF-PAGE OPTIMISATION)**

(A few of these activities will start from the day one)

**Local citations and listings:** Your website will be submitted to all local citations which will help us to improve the local SEO rankings.

**Blogging and article submission:** We will publish unique articles on third-party blogging platforms and article sharing websites to get authoritative backlinks.

**Presentations (PPTs and PDFs):** We will create presentations and submit them on all major presentation sharing platforms such as Slideshare.net, Issuu.com, Authorstream.com and more. Keywords will be placed properly in the slide content and in meta tags while submitting these.

**Classified ads:** Ads will be posted on all industry relevant free classified ads websites and we will update these ads on a regular basis

**Social book-markings (and tiered link building):** We will utilise all major social book-marking websites for tiered-link building and to link to the most important pages of the website, which will give us traffic and instant backlinks.

**Quora discussions (Q&A):** We will participate in Q&A activities over platforms such as Quora to get qualitative backlinks and traffic.

**Image Sharing:** Images of your business or products/services will be shared on various authoritative image sharing sites with proper titles and descriptions.

**Infographics:** We will create infographics around your blog posts and pages present on the official website and will share them on qualitative infographic sharing platforms to gain relevancy and authoritative backlinks.

**Micro blogging:** We will share blog posts (which are published on the official website) on third-party platforms to get more traffic, rankings and authority.

**Profile creations:** We will create branded profiles for the business on several qualitative and authoritative websites to gain backlinks. Moreover, this will increase the branded search results.



**Monitor Your Backlinks' Naturalness:** We will explore statistics in the Unnatural Links History chart. The chart will help us to discover if we have an unnatural profile due to the different spikes on various time frames so that we are fully trusted by Google and other search engines.

**Disavow Harmful Links to Keep Link Profile Clean:** We will evaluate the naturalness of each inbound link using an Unnatural Links Detection feature.

Time Frame	No. of targeted keywords	Locations
3 Months	10 keyterms	One country (for extra countries, please get in touch)

**PRICE: £200 Per Month**

# Expected Milestones

Month 1: All keywords will be indexed in Google for your chosen country. Site visible in major search engines.

Month 2: Keywords will rank at around page 5 of Google for your chosen country.

Month 3: All keywords on page 1 in first 3 positions of Google for your chosen country.

## NOTE:-

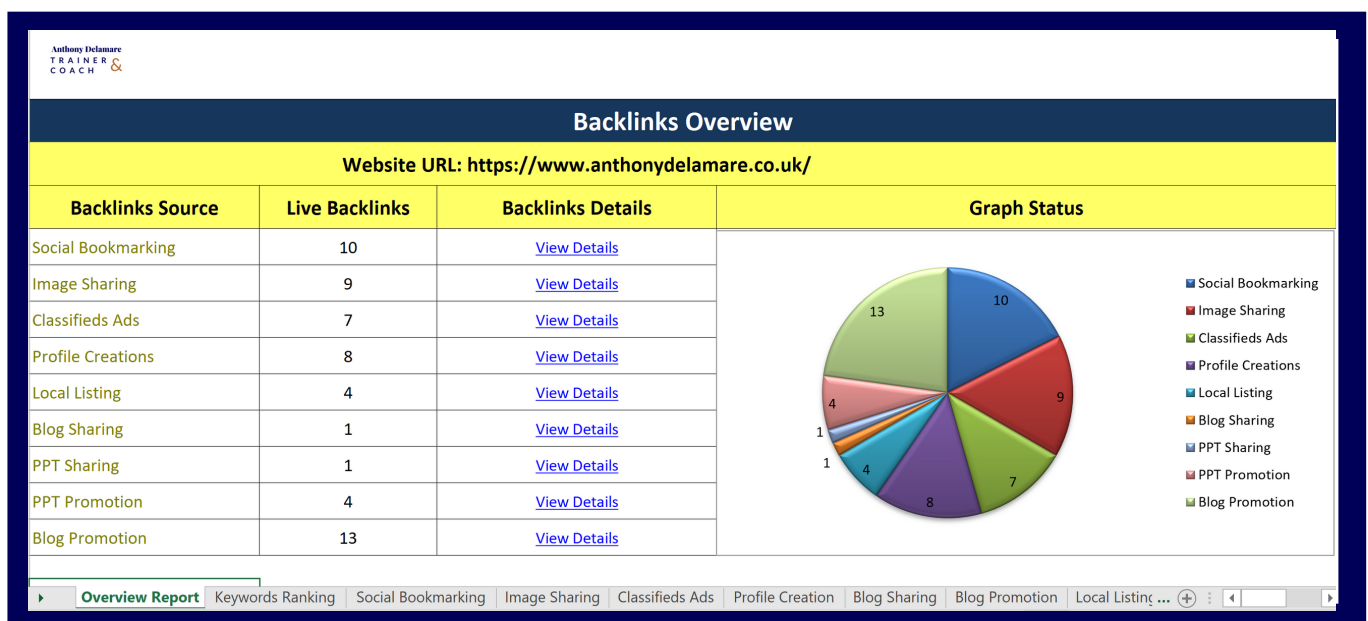
- The billing cycle will be for 30 days from the date of start of the project.
- Please note: whilst we do our very best to reach page 1 in the first 3 months, there is no guarantee. Some key terms are more competitive than others and may take up to a year to rank at the top, especially if we are not focusing on 'local SEO terms'.
- For best results, you would maintain your SEO for more than just 3 months for best long-term results. (Remember, when you stop SEO work, your position in Google may fall)



# Bi-Weekly Report

At the start of the project you will receive a website report which will show how your site is currently performing in different SEO areas and what site changes we must make.

Once we get started though, it can be hard to really see what you are getting for your money when it comes to SEO work! To help you to see what is happening, each fortnight, you will receive an easy-to-understand update report so that you can see your ranking position for each key term, as well as a list of the off-page changes such as backlinks created.



# Business Example

## Hybrid Health & Wellness Support: Google Ranking Changes:

### Month 1:

Keywords	MONTH 1		
	Google Pos. Ranking 26/05/2021	Google Pos. Ranking 15/05/2021	Google Pos. Ranking 01/05/2021
biofield health remote support	4	32	34
biofield remote support	68	69	71
Holistic Health & Biofield Support	2	36	38
distant reiki session	Not in Search	Not in Search	Not in Search
distance reiki healing session	Not in Search	Not in Search	Not in Search
holistic healthcare services	Not in Search	Not in Search	Not in Search
biofield energy support for chronic illnesses	4	60	62
Hybrid Health and Wellness Support	5	72	75

### Month 2:

Keywords	MONTH 2	
	Google Pos. Ranking 20/06/2021	Google Pos. Ranking 05/06/2021
biofield health remote support	1	1
biofield remote support	1	1
Holistic Health & Biofield Support	1	1
distant reiki session	Not in Search	Not in Search
distance reiki healing session	Not in Search	Not in Search
holistic healthcare services	Not in Search	Not in Search
biofield energy support for chronic illnesses	1	4
Hybrid Health and Wellness Support	7	5

### Month 3:

Keywords	MONTH 3
	Google Pos. Ranking 10/07/2021
biofield health remote support	1
biofield remote support	1
Holistic Health & Biofield Support	1
distant reiki session	Not in Search
distance reiki healing session	Not in Search
holistic healthcare services	99
biofield energy support for chronic illnesses	7
Hybrid Health and Wellness Support	8

Please note: whilst we do our very best to reach page 1 in the first 3 months, there is no guarantee. Some key terms are more competitive than others and may take up to a year to rank well.

Keywords	MONTH 3	MONTH 2		MONTH 1		
	Google Pos. Ranking 10/07/2021	Google Pos. Ranking 20/06/2021	Google Pos. Ranking 05/06/2021	Google Pos. Ranking 26/05/2021	Google Pos. Ranking 15/05/2021	Google Pos. Ranking 01/05/2021
biofield health remote support	1	1	1	4	32	34
biofield remote support	1	1	1	68	69	71
Holistic Health & Biofield Support	1	1	1	2	36	38
distant reiki session	Not in Search	Not in Search	Not in Search	Not in Search	Not in Search	Not in Search
distance reiki healing session	Not in Search	Not in Search	Not in Search	Not in Search	Not in Search	Not in Search
holistic healthcare services	99	Not in Search	Not in Search	Not in Search	Not in Search	Not in Search
biofield energy support for chronic illnesses	7	1	4	4	60	62
Hybrid Health and Wellness Support	8	7	5	5	72	75



# Ready to start?

Get in touch and let's chat!

**Contact Us**

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